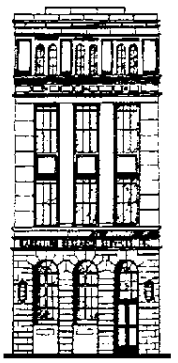

MARKETING RESEARCH SERVICES INC.
15 East Eighth Street
Cincinnati, Ohio 45202
513 579-1555

February 10, 1987

Ms. Karen Eisen
Philip Morris U.S.A.
120 Park Avenue
New York, New York 10017

Dear Karen:

Enclosed is a final copy of the Magazine Study questionnaire. Separate questions for women were added to the Tobacco Products Usage section; specifically Q.29B and Q.30B.

Please do not hesitate to call if you have any questions or comments.

Best regards,

Suzanne

Suzanne Laurita
Analyst

/sq

enclosure

cc: Randy Thaman (MRSI)

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Source: https://www.industrydocuments.ucsf.edu/docs/yhhj0004